

NBC 5, KXAS-TV, has been an important partner in the success of the Muscular Dystrophy Association in the Dallas-Fort Worth metroplex for more than 30 years. The station annually broadcasts the Jerry Lewis Labor Day Telethon. The 2007 local Telethon raised \$140,000 in telephone pledges. Without NBC 5's generous donation of air time, MDA certainly would not have received this income. The local Telethon is the vehicle for creating other income sources. Our Telethon On-line Auction raised more than \$60,000. NBC 5 promoted the auction as well as linking the auction to its website, NBC 5i.com. The Marketing the Telethon campaign generated another \$112,000.

NBC 5 is a sponsor of our large-scale walk, Stride & Ride. The station supports this event with public service announcements. A staff meteorologist serves as the honorary chairperson. Stride & Ride raised \$400,000 last January. The Aisles of Smiles campaign is enhanced by our partnership with NBC 5. The station devotes public service announcements and promotional spots to this project involving grocery stores and the food industry. MDA is featured in a Lone Star Legends public service announcement annually. NBC 5 news covers our major events including the Fill-the-Boot drives conducted by Dallas-Fort Worth area firefighters. Throughout the year, the station broadcasts general public service announcements about MDA's clinical care programs and research. The station also sponsors our summer camp departure party.